

## DAFTAR ISI

|                                                                |             |
|----------------------------------------------------------------|-------------|
| <b>LEMBAR PENGESAHAN .....</b>                                 | <b>i</b>    |
| <b>PERNYATAAN ORISINALITAS SKRIPSI.....</b>                    | <b>ii</b>   |
| <b>ABSTRACT .....</b>                                          | <b>iii</b>  |
| <b>ABSTRAK .....</b>                                           | <b>iv</b>   |
| <b>KATA PENGANTAR.....</b>                                     | <b>v</b>    |
| <b>MOTTO .....</b>                                             | <b>viii</b> |
| <b>DAFTAR ISI.....</b>                                         | <b>ix</b>   |
| <b>DAFTAR TABEL .....</b>                                      | <b>xii</b>  |
| <b>DAFTAR GAMBAR .....</b>                                     | <b>xiii</b> |
| <b>BAB I.....</b>                                              | <b>1</b>    |
| <b>PENDAHULUAN.....</b>                                        | <b>1</b>    |
| 1.1 Latar Belakang Penelitian .....                            | 1           |
| 1.2 Identifikasi Masalah .....                                 | 8           |
| 1.3 Tujuan Penelitian.....                                     | 8           |
| 1.4 Kegunaan Penelitian.....                                   | 9           |
| 1.4.1 Teoritis .....                                           | 9           |
| 1.4.2 Praktis .....                                            | 10          |
| 1.5 Lokasi dan Jadwal Penelitian .....                         | 10          |
| 1.5.1 Lokasi penelitian.....                                   | 10          |
| 1.5.2 Jadwal Penelitian .....                                  | 10          |
| <b>BAB II .....</b>                                            | <b>11</b>   |
| <b>TINJAUAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS....</b> | <b>11</b>   |
| 2.1 Tinjauan Pustaka.....                                      | 11          |
| 2.1.1 <i>Store Atmosphere</i> .....                            | 11          |
| 2.1.2 <i>Hedonic Experience</i> .....                          | 13          |
| 2.1.3 <i>Social Experience</i> .....                           | 15          |
| 2.1.4 <i>Revisit Intention</i> .....                           | 17          |
| 2.1.5 Penelitian Terdahulu .....                               | 19          |
| 2.2 Kerangka Pemikiran .....                                   | 21          |
| 2.3 Hipotesis .....                                            | 25          |

|                                                                                                                                 |           |
|---------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>BAB III.....</b>                                                                                                             | <b>26</b> |
| <b>OBJEK DAN METODE PENELITIAN.....</b>                                                                                         | <b>26</b> |
| 3.1 Objek Penelitian .....                                                                                                      | 26        |
| 3.2 Metode Penelitian.....                                                                                                      | 26        |
| 3.2.1 Operasionalisasi Variabel.....                                                                                            | 27        |
| 3.2.2 Teknik Pengumpulan Data.....                                                                                              | 30        |
| 3.2.3 Metode Pengumpulan Data.....                                                                                              | 31        |
| 3.3 Model Penelitian.....                                                                                                       | 32        |
| 3.4 Teknik Analisis Data.....                                                                                                   | 33        |
| 3.4.1 <i>Structural Equation Modeling</i> (SEM) .....                                                                           | 33        |
| 3.4.2 Pengembangan Model Berbasis Teori .....                                                                                   | 33        |
| 3.4.3 Pengembangan <i>Path Diagram</i> .....                                                                                    | 35        |
| 3.4.4 Konversi <i>Path</i> ke Dalam Persamaan .....                                                                             | 36        |
| 3.4.5 Memilih Matriks Input dan Persamaan Model .....                                                                           | 38        |
| 3.4.6 Kemungkinan Munculnya Identifikasi Masalah.....                                                                           | 38        |
| 3.4.7 Uji Validitas dan Reabilitas .....                                                                                        | 38        |
| 3.4.8 Asumsi SEM .....                                                                                                          | 39        |
| 3.4.9 Evaluasi Kriteria <i>Goodness-of Fit</i> .....                                                                            | 41        |
| 3.4.10 Evaluasi atas <i>Regression Weight</i> sebagai Pengujian Hipotesis.....                                                  | 43        |
| 3.4.11 Pengujian Hipotesis Mediasi .....                                                                                        | 44        |
| <b>BAB IV .....</b>                                                                                                             | <b>45</b> |
| <b>HASIL DAN PEMBAHASAN .....</b>                                                                                               | <b>45</b> |
| 4.1 Hasil Penelitian.....                                                                                                       | 45        |
| 4.1.1 Karakteristik Responden.....                                                                                              | 45        |
| 4.1.2 <i>Analisis Structural Equation Modelling</i> (SEM) .....                                                                 | 48        |
| 4.2 Pembahasan .....                                                                                                            | 64        |
| 4.2.1 Pengaruh <i>Store Atmosphere</i> Terhadap <i>Hedonic Experience</i> .....                                                 | 64        |
| 4.2.2 Pengaruh <i>Store Atmosphere</i> Terhadap <i>Social Experience</i> .....                                                  | 66        |
| 4.2.3 Pengaruh <i>Hedonic Experience</i> Terhadap <i>Revisit Intention</i> .....                                                | 67        |
| 4.2.4 Pengaruh <i>Social Experience</i> Terhadap <i>Revisit Intention</i> .....                                                 | 69        |
| 4.2.5 <i>Hedonic Experience</i> Dapat Memediasi Antara Hubungan <i>Store Atmosphere</i> Terhadap <i>Revisit Intention</i> ..... | 70        |

|                                                                                                                                |            |
|--------------------------------------------------------------------------------------------------------------------------------|------------|
| 4.2.6 <i>Social Experience</i> Dapat Memediasi Antara Hubungan <i>Store Atmosphere</i> Terhadap <i>Revisit Intention</i> ..... | 72         |
| <b>BAB V .....</b>                                                                                                             | <b>75</b>  |
| <b>SIMPULAN DAN SARAN .....</b>                                                                                                | <b>75</b>  |
| 5.1 Simpulan.....                                                                                                              | 75         |
| 5.2 Saran .....                                                                                                                | 76         |
| <b>DAFTAR PUSTAKA.....</b>                                                                                                     | <b>78</b>  |
| <b>LAMPIRAN KUESIONER PENELITIAN .....</b>                                                                                     | <b>84</b>  |
| <b>BIODATA PENULIS.....</b>                                                                                                    | <b>101</b> |

## DAFTAR TABEL

|                                                                                     |    |
|-------------------------------------------------------------------------------------|----|
| Tabel 2. 1 Pemetaan Hasil Penelitian Terdahulu .....                                | 19 |
| Tabel 3. 1 Konstruksi Variabel .....                                                | 27 |
| Tabel 3. 2 Variabel Dan Konstruksi Penelitian .....                                 | 34 |
| Tabel 3. 3 Model Persamaan Struktural .....                                         | 37 |
| Tabel 3. 4 Model Persamaan Struktural .....                                         | 37 |
| Tabel 3. 5 Indeks Pengujian Kelayakan Model ( <i>Goodness-Of-Fit-Indeks</i> ) ..... | 43 |
| Tabel 4. 1 Karakteristik Responden Berdasarkan Usia .....                           | 45 |
| Tabel 4. 2 Karakteristik Responden Berdasarkan Jenis Kelamin .....                  | 46 |
| Tabel 4. 3 Karakteristik Responden Berdasarkan Pendapatan Per Bulan .....           | 47 |
| Tabel 4. 4 Hasil Uji Validitas .....                                                | 54 |
| Tabel 4. 5 Hasil Uji Reliabilitas .....                                             | 55 |
| Tabel 4. 6 Hasil Uji Normalitas.....                                                | 56 |
| Tabel 4. 7 Descriptive Statistics .....                                             | 57 |
| Tabel 4. 8 Hasil Uji Outlier Multivariate .....                                     | 58 |
| Tabel 4. 9 <i>Computation Of Degrees Of Freedom</i> (Default Model) .....           | 60 |
| Tabel 4. 10 Evaluasi <i>Goodness Of Fit</i> .....                                   | 60 |
| Tabel 4. 11 Uji Hipotesis Pengaruh Langsung .....                                   | 61 |
| Tabel 4. 12 Uji Hipotesis Variabel Mediasi.....                                     | 63 |

## DAFTAR GAMBAR

|                                                                |    |
|----------------------------------------------------------------|----|
| Gambar 3. 1 Model Penelitian .....                             | 33 |
| Gambar 3. 2 Path Diagram.....                                  | 36 |
| Gambar 4. 1 Pengujian Konstruk <i>Store Atmosphere</i> .....   | 49 |
| Gambar 4. 2 Pengujian Konstruk <i>Hedonic Experience</i> ..... | 50 |
| Gambar 4. 3 Pengujian Konstruk <i>Social Experience</i> .....  | 51 |
| Gambar 4. 4 Pengujian Konstruk <i>Revisit Intention</i> .....  | 52 |
| Gambar 4. 5 Diagram Jalur Model Pengukuran.....                | 53 |